

1 September 1970

Dear Colleagues:

The Educational Aid Fund is a most worthwhile endeavor. It is organized solely for the purpose of assisting parents in carrying out one of their most important responsibilities, the education of their children.

A contributor can be assured that the Fund will benefit only the most deserving youngsters of needy Agency parents, bright youngsters who might otherwise not have the opportunity for educational development.

The Educational Aid Fund has my full support. I intend to contribute generously to the 1970 Fund Drive, and I urge all of you to do the same.

Sincerely,

Arthur C. Lundahl

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7 August 1970

Arthur Lundahl, D/NPIC

Dear Art -

One of the best things about the organization for which we work is that it has somehow managed to avoid much of the impersonality and coldness that characterize large institutions.

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When [redacted] asked me to try to do something about stimulating the response to the Educational Aid Fund Drive I accepted because I think the EAF is one of the things that helps give the Agency its human touch. I felt that this aspect of the EAF had not been sufficiently emphasized and came to the conclusion that the following themes should be emphasized in the 1970 EAF Fund Drive:

1. The EAF is something that the people in the Agency do for each other.
2. It fulfills a real need: there are employees whose income simply will not stretch to take care of the education of a child who really ought to go to college -- for his own good and that of the community.
3. The selection of recipients of aid is carried out on the basis of anonymous applications according to rigorous criteria of need, ability, and willingness to help one's self.
4. In the past many deserving applicants have had to be turned down, and the sums awarded have generally been much smaller than the real need.

While making these points I have hoped somehow to personalize the campaign. This is where you come in.

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Would you write a letter addressed "Dear Colleagues" and urging your associates to give something to the EAF this year? Touch on one or all of the themes I have specified, or simply affirm your approval of the Fund. A short letter, I believe, is likely to be better than a long one.

Will you send me such a letter? It should make no reference to your office by name or to your title but be signed by you. I propose to put it and your picture on a poster-sized sheet of cardboard and post it in a place where it will get maximum exposure to people who know you and work for you. I am making a similar request of all senior officials.

I hope you will agree to help in this way. But if you should not wish to, it's your decision. Participation is entirely voluntary.

If you do wish to help out, please see that your letter reaches me by 1 September.

Sincerely,



Chairman of the Support
Committee
Educational Aid Fund
Room 7 E 62

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P. S.

First, to provide a picture to go with your letter: your secretary will be called for an appointment and a photographer will come to your office to make an informal color portrait. The whole business should not take more than five minutes.

Second, I should have noted that this picture/poster program for the EAF Drive has been checked out with the proper authorities, including the Executive Director.

G. D. C.